

ORDER



KSNV

Orders	Order / Rev:	108096
	Alt Order #:	06866080
	Product Desc:	OBAMA
	Estimate:	2174
	Flight Dates:	10/23/12 - 10/29/12
	Original Date / Rev:	10/22/12 / 10/22/12
	Order Type:	GENERAL

Primary AE:	Amy McCreary
Sales Office:	BLPHI
Sales Region:	National

Agency	Name:	GMMB, Inc./ Washington D.C.
	Buying Contact:	
	Billing Contact:	
		Washington Harbor
		Washington, DC 20007

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Obama for America
	Demographic:	A35+
	Product Codes:	PLC01-Democrat
	Priority:	SELECT PRIORITY CODE
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN

New Business Thru: _____
 Order Separation: 00:05:00
 Advertiser External ID: _____
 Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	10	\$4,325.00	\$3,676.25
10/29/12	10/29/12	5	\$7,815.00	\$6,642.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	10	\$4,325.00	\$3,676.25	0.00
November 2012	5	\$7,815.00	\$6,642.75	0.00
Totals	15	\$12,140.00	\$10,319.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

KSNV	27%	\$12,140.00
Market	100%	\$44,962.96

Competitive Share

CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$11,690.37
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$9,442.22
KTUD	1%	\$449.63
KVVU	20%	\$8,992.59
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$2,248.15

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/27/12	10/27/12	News 3 Sunrise - SATURDAY	CM	6a-7a	-----S-	:30	1	\$350.00	1	0.00	NM	1	\$350.00
				News 3 Sunrise SATURDAY											
				NEWS 3 AT SUNRISE											
		Start Date	End Date	Weekdays		Spots/Week		Rate		Rating					

Order / Rev: 108096
 Alt Order #: 06866080
 Flight Dates: 10/23/12 - 10/29/12

Advertiser: Obama for America
 Product Desc: OBAMA
 Estimate: 2174

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/27/12	10/27/12	News 3 Sunrise - SATURDAY News 3 Sunrise SATURDAY	CM	6a-7a	-----S-	:30	1	\$350.00	1	0.00	NM	1	\$350.00
NEWS 3 AT SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	1		\$350.00		0.00						
E 2	KSNV	10/27/12	10/27/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	1		\$625.00		0.00						
E 3	KSNV	10/23/12	10/29/12	The Doctors The Doctors	CM	2pm-3pm	MTWTF--	:30	1	\$325.00	1	0.00	NM	1	\$325.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	MTWTF--	1		\$325.00		0.00						
E 4	KSNV	10/23/12	10/29/12	The Tonight Show Tonight Show	CM	1135p-1236a	MTWTF--	:30	1	\$500.00	1	0.00	NM	1	\$500.00
TONIGHT SHOW W/ JAY LENO															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	MTWTF--	1		\$500.00		0.00						
E 5	KSNV	10/23/12	10/29/12	Late Night w/Fallon Late Night w/Fallon	CM	1236a-136am	MTWTF--	:30	1	\$250.00	1	0.00	NM	1	\$250.00
LATE NIGHT W/JIMMY FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	MTWTF--	1		\$250.00		0.00						
E 6	KSNV	10/23/12	10/29/12	Last Call w/Carson Daly Last Call w/Carson Daly	CM	136-205am	MTWTF--	:30	3	\$40.00	3	0.00	NM	3	\$120.00
LAST CALL WITH CARSON DALY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	MTWTF--	3		\$40.00		0.00						
E 7	KSNV	10/29/12	10/29/12	Mon PR 8-10p Monday Prime 8-10pm	CM	8-10pm	M-----	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00
THE VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$4,000.00		0.00						
E 8	KSNV	10/29/12	10/29/12	Mon PR 10-11p Monday Prime 10-11pm	CM	10-11pm	M-----	:30	1	\$3,200.00	1	0.00	NM	1	\$3,200.00
REV															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$3,200.00		0.00						
E 9	KSNV	10/23/12	10/29/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	MTWTF--	1		\$1,200.00		0.00						
E 10	KSNV	10/28/12	10/28/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S	1		\$1,100.00		0.00						
E 11	KSNV	10/23/12	10/29/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	MTWTF--	:30	1	\$325.00	1	0.00	NM	1	\$325.00
AGENDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	MTWTF--	1		\$325.00		0.00						
E 12	KSNV	10/28/12	10/28/12	LAW & ORDER (LF) Law & Order (LF)	CM	Sat 1-2am / Sun 1-2am	-----S	:30	1	\$45.00	3	0.00	NM	1	\$45.00
L&O															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S	1		\$45.00		0.00						
E 13	KSNV	10/23/12	10/29/12		CM	430a-5a	MTWT---	:30	1	\$100.00	2	0.00	NM	1	\$100.00

Advertiser:	Obama for America
Product Desc:	OBAMA
Estimate:	2174

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Wake Up Early w/ Wagne											
				Wake Up Early Wagners											
	NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/23/12	10/29/12	MTWT- - -		1				\$100.00		0.00			
													Totals	15	\$12,140.00